

**COMMERCIAL TRACKING SYSTEM AND METHOD THEREFOR**

Patent Number: JP2000059824  
Publication date: 2000-02-25  
Inventor(s): MIURA FUMIO; HIRATA YOSHIHIRO  
Applicant(s):: DENTSU INC  
Requested Patent: ☐ JP2000059824 (JP00059824)  
Application Number: JP19980253195 19980804  
Priority Number(s):  
IPC Classification: H04N17/00  
EC Classification:  
Equivalents:

---

**Abstract**

---

**PROBLEM TO BE SOLVED:** To make it possible to precisely track whether or not a CM material is broadcast as stipulated in a contract by confirming if the broadcast CM material coincides with a broadcasting progress instruction based on the contract with an advertiser and informing an advertising company of its result.

**SOLUTION:** A control part 110 sums a real time of a CM broadcast the name of an advertiser, the CM material title and the CM code from real broadcast contents and stores them in a storage part 111. The control part 110 adds time information to the broadcasting plan data for each CM material, and finally prepares established CM broadcast plan information. A decode/matching part 104 performs matching of obtained data and the control part 110 displays 'match' when matching is obtained and 'unmatch' when the matching is not obtained on a screen of a display device of a CM center 100 as a matching result. In both cases, the matching result is transmitted to an advertising company 300 by way of a communication system 101 of the CM center 100 and a communication system 302 of the advertising company 300.

---

Data supplied from the esp@cenet database - I2